

UNDERSTANDING TOTAL DISTRIBUTION POINTS (TDP)

TDP stands for Total Distribution Points (also known as Cumulative Distribution Points, CDP). TDPs account for both the number of items sold (depth) as well as the weighted number of stores selling those items (breadth):



TDPs are calculated by adding the %ACV or Weighted Distribution of each individual item, irregardless of retail shelf space. Depending on the client and/or country, either %ACV or Weighted Distribution is used as the primary distribution measure.

- TDPs are reported/calculated using the lowest period granularity available.

BRAND	98.7	295
ITEM A	95	95
ITEM B	90	90
ITEM C	80	80
ITEM D	30	30

Sum = 295

Important - Pre-aggregated data or disaggregated data* have different additive rules:

Dimension	US	Global
Market	Dis-Agg: Recalculates from store/week/UPC detail Pre-Agg: Non-Additive	Non-Additive
Product	Sum	Sum
Period	Average	Sum

*Not sure if you have pre-aggregated or disaggregated data? Ask your Nielsen Client Services representative.

TDP & %ACV or WTD DISTRIBUTION

%ACV and Weighted Distribution only tells us the breadth of distribution. TDPs factor in the depth of the distribution to show a more complete picture.

In the example, TDPs show that while Brand A and Brand B are both sold in >81% of the stores, Brand A has more items available in each of the stores.

WHICH BRAND HAS THE BEST AVAILABILITY?

	WTD DISTRIBUTION*	TDP
CIRCLE BRAND	83%	184
COMPETITOR A BRAND	82%	350
COMPETITOR B BRAND	81%	200

Competitor A has more items in each of the stores, which gives it the best availability.

* %ACV for some clients

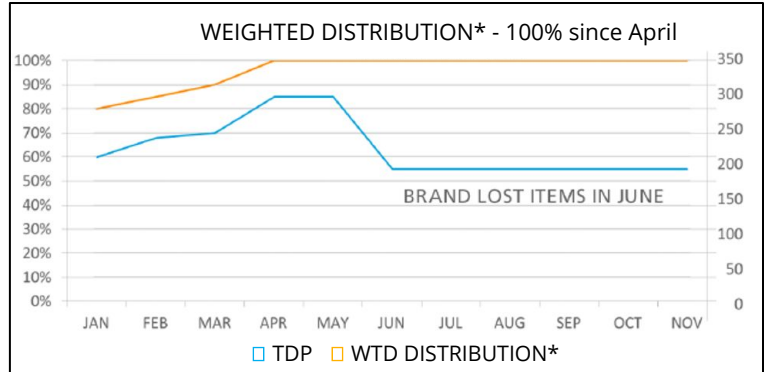
TDP BUSINESS APPLICATION

ANALYSIS EXAMPLE 1: WHY IS MY VOLUME DOWN WHEN %ACV OR WEIGHTED DISTRIBUTION IS UNCHANGED?

Cola Co temporarily recalled two items in June.

Stores removed the items – and never brought them back.

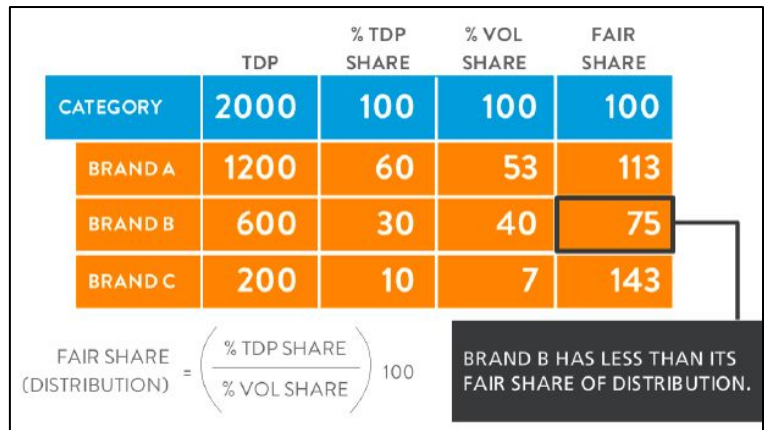
TDPs provide an explanation when %ACV or Weighted Distribution alone could not.



* %ACV for some clients

ANALYSIS EXAMPLE 2: DOES MY ITEM HAVE ITS FAIR SHARE OF DISTRIBUTATION?

Comparing TDP share to volume share can highlight which brands to target or defend against for shelf space.



ANALYSIS EXAMPLE 3: DID NEW ITEMS ADD TO A BRAND OR ARE THEY BEING SWAPPED OUT?

Cherry was introduced as a new flavor in June and became available quickly.

But retailers swapped out the strawberry flavor with cherry.

